



We've got you covered!

# Publicis Strategic Solutions Group

The Biopharma Message Delivery Experts

## Comprehensive Message Delivery Solutions

At **Publicis Strategic Solutions Group (PSSG)** we've got you covered with the most comprehensive array of multichannel healthcare message delivery solutions available. PSSG aligns its key message delivery companies under one cohesive leadership team.

PSSG provides the power and intellect to create and implement a flexible, highly customized message delivery mix designed to match any product. PSSG is also part of Publicis Healthcare Communications Group, the largest global healthcare communications network.

### SALES & SERVICE MESSAGING:

**Field Sales and Service Teams** from Publicis Selling Solutions are custom-designed to achieve each client's individual objectives. *The biopharma sales experts* build every field force as if it were their very own.

**Inside and Virtual Sales and Service Teams** from Arista Marketing Associates expand message delivery through teleDetailing, teleSampling, and live video detailing.

**Sample Compliance and Logistics** solutions from Pharmagistics provide fully integrated solutions and the convenience of a web-based portal and customized reporting.

**Recruiting** solutions from Publicis Healthcare R<sub>x</sub>recruiting offer "right fit" candidates that distinctively match a company's unique culture, core competencies, and performance standards.

**Training Content and eLearning** from Total Learning Concepts offer real-world training content, including custom and off-the-shelf eLearning, serious gaming technology, and workshops.



**Managed Markets Account Teams** from Publicis Managed Markets provide winning managed markets solutions for every stage of a brand's lifecycle.

### CLINICAL MESSAGING:

**Speaker Bureau Management** from Scientific Voice makes compliant speaker bureau management a whole lot easier by providing the complete solution—not just the software.

**Clinical Health Educator Programs** from Publicis Clinical Health Partners provide clinical health educator teams (RNs, diabetes educators, etc.) who work with healthcare providers and/or patients to impact treatment outcomes and adherence/retention.

**Medical Science Liaison (MSL) Teams** from Science Oriented Solutions deliver premier contract domestic and international turnkey MSL solutions, from recruitment and training of personnel to the direct or indirect management of MSL programs.

### For more information, contact:

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